

THE MIRROR JOURNAL

VOL. 3, NO. 28

MIRROR, ALTA., MAY 15, 1914.

5 CENTS PER COPY

HOBBERLIN

Clothing

Made to your measure, and guaranteed to fit

\$20 to \$40

PER SUIT

See our Samples

Men's Hats

STETSON'S
BURSOLINO
KING'S
And other Felts

From \$1.00 to \$5.00

Panamas, Boaters and
Outing Straws
\$1.15 to \$7.50

Caps

SILK, SERGE, TWEED
ETC.

25c to \$2.00

Get your Men's
Furnishings at

**The Mirror
Cash Store**

Stores Closed 12 a. m. Thursday June, July, August

The following Stores will be closed in Mirror at 12 o'clock, every Thursday Afternoon, during the months, of June, July and August:

A. Thomas & Son
Mirror Cash Store
Panrucker & Holland

Duitman & Johnson
Mirror Hardware Co.
Panrucker & Holland

PREPARATIONS FOR BUSY SESSIONS AT YEOMEN PICNIC CALGARY

Preparations for the monster Yeomen picnic at Mirror Beach on July 1, 2, 3 and 4, are proceeding rapidly, and on Tuesday and Wednesday of this week several representatives from outside lodges were here looking over the grounds and arranging matters in connection with the celebration.

On Tuesday afternoon last, a meeting was held and the following were appointed to look after the picnic arrangements: D. M. Jewell, manager; Carl McCormack, Sec.-Treas. The manager was given full power to nominate committees to assist him in his multitudinous duties. The gentlemen visiting here were: R. E. Ringrose, Edmonton, provincial manager; Geo. Maclellan, former Edmonton judge; W. A. Rolston, district manager; F. Allison, Wetaskiwin.

On Wednesday afternoon the visiting party with several of the Yeomen officers in Mirror, made a trip to the Beach. The visitors were well satisfied with this ideal spot for a picnic.

Plans are under way for the erection of a dance pavilion 100 x 80 feet, besides a large number of tents for the accommodation of the picknickers. A program of water and land sports, horse races, &c., is being planned, and on one day a base ball tournament will be run, when some of the best amateur teams in the province will be on hand to take part.

It is fully expected that the crowd at the picnic on the first four days in July will number up into the thousands. If you have not already planned an outing, paste the above dates in your hat and be one of the many who will enjoy the fun and frolic at the Beach.

Posters will be issued in a few days and programmes later. **MIRROR BEACH, JULY 1 TO 4**

Dr. Barry, Edmonton, of the Provincial Health department, was in town on Tuesday and made an inspection at Mirror. He met the members of the Council on Tuesday evening and offered a number of suggestions. The plan adopted by the Council at their last meeting, regarding the scavenger work in town was approved by him. He stated that he had found that it was the most successful way to cope with the conditions in a small town.

Four hundred petitions are being circulated in Western Canada, to save Kefauver, the murderer who shot Banker Arnold at Plum Coulee) from the gallows.

T. R. McCormack is building an addition to his house on Roome avenue.

The Alberta Branch of the Retail Merchants' Association of Canada held their first annual convention in Calgary on May 5, 6 and 7, and transacted important business that should have a far-reaching effect on the retail business of Alberta.

The business consisted as follows:

Endorsed project of Alberta Temperance and Moral Reform League for a prohibitory liquor law. Recommended that customers who buy on Sunday be punished equally with the merchant who sells. Referred back to the Dominion board a proposal to tax mail order catalog houses. Recommended that no change be made in the parcel post act. Sought to make all peddlers pay a provincial license, this to include manufacturers who peddle. Recommended opposition to any co-operative society legislation. Asked for weight markings on all packages. Recommended more advertising by retail merchants. Asked for circulation of literature telling the facts about public markets. Recommended legislation making false advertising a crime. Decided to press amendments regarding garnishees and debt collection.

Advocated an educational campaign to educate public to a better knowledge of the retail trade. Urged advisability of securing inter-provincial judgments. Recommended prevention of manufacturer in case of adulterated foods. Recorded opposition to municipalities engaging in retail trade. Urged prevention of wholesalers and manufacturers, etc., selling.

Asked for measures to stop violation of gold and silver stamping act. Tabled for a year, a resolution asking that the provincial government appoint a minister of inland trade. Advertising as it applies to the retail merchant, was the theme of an instructive address delivered by Norman Rankin, president of the Ad club, Wednesday evening, before a number of the delegates to the retail merchants convention.

The speaker touched on window advertising, newspaper advertising and many other different phases of the art, relating from his own experience as an advertising expert. He told his listeners the difference between good and bad advertising, emphasizing the fact that the newspapers were perhaps the best mediums through which to advertise. Window dressing was also deemed an important feature in advertising for the retailer.

"Nothing," said the speaker, creates a more favorable impression on the mind of an in-

Weinbrenner Shoes OF MILWAUKEE

FOR MEN

PRICE \$5.00 and \$5.50

Before buying your Footwear see these shoes. Good, strong, and serviceable and easy on the feet.

Take Notice

That during the months of June, July and August, this store will close sharp at 12 o'clock a. m. on Thursdays.

Panrucker & Holland

Mirror and Alix

tending purchaser than a neat attractive well-dressed window.

R. J. Dochman, the second speaker of the evening, chose for his subject, "The Local Newspaper and its Relation to Retail Trade." He outlined the history of newspaper advertising in America, stating that the business men on this continent commenced to realize that the daily newspaper was a good medium for advertising, shortly after the civil war, when many of the papers had increased their circulation enormously. From that time on, the newspaper had kept becoming a more important medium for advertising until at the present time it was without a rival.

(Continued on page 8)

Massey-Harris Farming Implements

Lister Gasoline Engines :: Molitte Cream Separators

A Leading firm of Contractors (name and address on application) sent an expert to the Toronto Fair, 1913, to lay the best Gasoline Engine on the grounds. After a careful examination and comparison with others he bought a LISTER 7 H. P. ENGINE because he found

THE LISTER GASOLINE ENGINE

The most reliable and best value. It starts instantly—every time—no batteries to run down. Self-oiling—no oil cups to fill, no oil wasted. Self-regulating at all loads. No attention needed when at work. Filled with phosphor-bronze bearings throughout. No habit until to wear and run out, and cause trouble. In a word, the best engine on the market (a 5 h. p. and a 7 h. p. in stock, come and see them.)

Also Agent for Massey-Harris Gasoline Engines and Cream Separators.

PHILIP NEIS, Agt., MIRROR

HAM



BACON

We are doing our own Curing of Ham and Bacon, and guarantee that the meat is the very choicest that can be secured. The stock used is this Spring's, so you are sure of getting the best. We are giving a special price on Ham, Bacon and Lard, as follows:

BACON	HAM	LARD
23c lb.	21c lb.	15c lb.

A reduction will be made on the above prices when a quantity is taken at a time. We always carry some extra fine

BEEF PORK MUTTON SAUSAGE BOLOGNA POULTRY FISH
DILL PICKLES SAUR KRAUT CREAMERY BUTTER OYSTERS

We keep our shop in a sanitary condition, therefore you are certain of getting your Meats in a cleanly manner. We solicit your patronage.

Hides, 8c lb.

BEAMISH & CO., MIRROR

Bon-Ton Livery and Feed Stables

Prompt Service. Rigs and
Drivers supplied to any
Part of the Country!
Drying Done on Short Notice.

F. Tulloch, Mirror.

7 ROOM 2 STORY HOUSE AT A SNAP

Plastered, stone foundation, good
cellar, barn, chicken house—well.
Will sacrifice for CASH.

Fred. Dowswell, Carroll Avenue, Mirror



Edison's Latest Wonder The Blue Amberol Record

is so faithful and lifelike in its tone reproduction, so fine and broad in the scope of its selections, so high in its plane of artists, that you can almost see the stage setting.

For more than four minutes, thousands of tones, the Blue Amberol records give you a concert free. Specie-ly the Blue Amberol always.

Edison Photographs and Records are sold by

SUGGETT BROS.

Our Lumber Values

Are better than can be found else-where, we have large well assorted stocks continually on hand

OUR QUOTATIONS

are lower than can be received elsewhere.
BRING YOUR Lumber bills here and we will
show you it is still to YOUR advantage to buy
from us.

JUST ONE PLACE

TO GET BEST PRICES. TERMS AND SATIS-FACTION GUARANTEED.

The Imperial Lumber Co. Ltd.
K. B. IVESON, Manager, MIRROR

The Mirror Journal

Published every Friday at Mirror
Alberta.

Subscription Rates

To all points in Canada, \$1.00 10
to the U. S., \$1.50 per Year.

Advertising Rates

Legal and Municipal Advertising, 12
cents per line for first insertion; 8
cents per line for subsequent insertions.

Lost, Strayed or Found Notices, 40
cents for one insertion. Three inser-
tions for \$1.00.

Professional Advertisements, \$1.00
per month.

Reading Notices in Local columns,
10 cents per line for first insertion; 8
cents per line for subsequent inser-
tions.

Display Advertising Rates given on
application.

All Contract Advertising Accounts
payable at the end of each month.

We do not necessarily concur in
or accept responsibility for all views
expressed by correspondents or con-
tributors. Letters may be signed by
a bona fide person, provided they are
accompanied by a bona fide signature.

Good & Ballantyne,
Publishers.

MIRROR, ALTA., MAY 8, 1914

International Conference on Draft of Proposed Town Planning Act

That the town-planning
movement in Canada has come
to stay and will have to be
reckoned with in the future is
demonstrated by the fact that
it has already engaged the at-
tention of several of our pro-
vincial legislatures. The year
1912 saw comprehensive town-
planning acts passed in New
Brunswick and Nova Scotia,
and, last year, Alberta led the
way for the Western Provinces.
Ontario also has an act ap-
plicable to cities with a popu-
lation of 50,000 and upwards.

At the forthcoming Interna-
tional Conference on City
Planning, Toronto, May 25-27,
a draft town-planning act, which
it is hoped will be a model for
all Canadian provinces, will be
submitted to the delegates pre-
sented by a special committee ap-
pointed by the Commission of
Conservation. Frank criticism
and full discussion of this pro-
posed act will be invited. After
being amended in accordance
with the resolutions of the con-
ference, copies will be sent to
each provincial government,
urging them to enact legislation
along the lines proposed.

As now drafted, the Bill pro-
vides for the preparing and
carrying out of town-planning
projects by a Local Board in
city or town, subject to the ap-
proval of a Central Town-planning
Board for the whole pro-
vince. Projects will apply
chiefly to land likely to be
used for building purpose, but
may, in certain circumstances,
include land already built upon
or land suitable for building.
Provision is made for compensa-
tion of private owners if in-
jurious effects and for the local
authority recovering half of
the unearned increment if
property values are increased.
The Central Board may act on
its own initiative if the Local
Boards fails to do its duty or if
no Local Board exists.

Under such an act, the
growth of every town will be
regulated so that streets may
be of adequate width and in ac-
cord with the general plan of
the town; housing congestion
will not be permitted; suffi-
cient open spaces will be reserv-
ed for parks, squares and other
municipal purposes; a good
health, amenity and conveni-
ence will be given due consid-
eration in all new building
areas, and so far as possible, in
old ones.

THE BACK YARD

Many back yards are abomi-
nations to the eye and nose.
One finds in them all sorts of
litter from an oyster can to old
bushes. Here the slops of the
kitchen are poured to increase
odors which ought to worry
every thoughtful person of the
malarial influence breeding
there, to break out eventually
in fevers or diphtheria. If any
member of the family dies from
one of these diseases, his death
is probably lamented as a
"mysterious dispensation of
Providence." But the minister
would say, if he were to visit
the back yard, that death was
caused solely by a violation of
hygienic laws. A very strong
argument against dirty back
yards is the spirit of desecration
which it is apt to foster in the
young members of the family,
for it is a constant deceit to
present a clean and attractive
front yard to the gaze of the
passers, while the back yard is
not fit to be seen. Children
should be taught to be clean for
the sake of cleanliness and not
because outsiders criticize them.
Do not allow anything to be
thrown about. Have drains
made to convey all slops en-
tirely away from the house.
Make good walks and get the
ground have a fine covering of
grass, not weeds. Put up
strong supporters for the cloth-
ing line. Keep the fence in re-
pair and plant current
bushes near it. Set vases
about the refuse barrel and
train them over it until it is
hidden. If you have a recept-
acle for ashes, let it be some-
thing which can be closed and
not a row of old barrels to of-
fend the eye, and give out a
cloud of ashes every time the
wind blows. Make it a rule to
have the back yard at all times
as clean as the front one.

Hospital Preparations In Ulster

Belfast, May 8.—Colonel Dav-
ison, great grandson of Laura
Secord, and head of the Ulster
volunteer hospital organization,
has just returned from Glas-
gow, and declares that promi-
nent men there are working
of Glasgow uprisings if a shot be
fired in Ulster. It is under-
stood that the great Catholic
cathedral would be demolished
first, and then other riots would
follow in London and Liver-
pool.

Many English and Scotch
doctors have volunteered in
case of trouble, including emi-
nent Edinburgh and Glasgow
men. Training nurses from all
over the continent have also
offered their services and two
from Canada. An estimate
based on partial returns, show
that the Ulsterites now have
130 regular hospital and forty
dressing stations. The hospi-
tals are located in castles, man-
sions, manse and schools, barns
and sheep pens. Sixty doctors
are lecturing to nurses, 24 in
Belfast alone. Ulster now has
300 experienced hospital gradu-
ate nurses enrolled, plus a
great army of 3,400 volunteer
trained nurses, 1,000 of whom
are in Belfast.

A remarkable feature of the
preparations is that thousands
have laid in a big stock of
blankets, pillow cases, etc., and
druggists a large stock of drugs
all of which are available in
case of trouble. In some cases
this has been done gratis
but often the Unionists have
paid five per cent. of the cost
for an option on these supplies.
Many of the hospital beds are
simply of sucking stuffed with
straw.

THE
JOURNAL

\$1.00
A YEAR

THE CANADIAN BANK OF COMMERCE

SIR EDMUND WALKER, C.V.O., L.L.D., D.C.L., President
ALEXANDER LAIRD, General Manager JOHN AIRD, Asst. General Manager
V. C. BROWN, Superintendent of General Western Branches

CAPITAL, \$15,000,000 RESERVE FUND, \$13,500,000

TOURISTS AND TRAVELLERS

The Canadian Bank of Commerce, by reason of its large number of branches in every Province of Canada, with direct representation in London, Eng.; New York, San Francisco, Seattle, Portland, Ore., Mexico and St. John's, Nfld., with Agents and Correspondents in every part of the world, is able to offer unsurpassed facilities to the travelling public, enabling them to obtain money in the simplest way at any point on their journey the world over. The Travellers' Cheques and Letters of Credit issued by this bank overcome the annoying difficulties of obtaining funds abroad, especially in places where identification is difficult.

Cheques and Drafts on all the countries of the world, drawn in sterling, francs, marks, lire, kronen, etc., can be cashed or purchased at reasonable rates. W39

MIRROR BRANCH:

T. S. Little, Acting Manager

Formalin TWO GRADES

Ordinary 15c. lb. Guaranteed 40 p.c. and Absolutely 25c. lb. Pure

In Quantities of 5 lbs. or over, 20c. a lb. for the best

Flower and Garden Seeds

Full assortment of 1914 Seeds—McKenzie's and Rennie's

Suggett Bros., Mirror
Drugs Stationery Jewellery

A Good

Farm Proposition

281 1-2 acres: 100 acres broken, balance

easy to till: 15 acres of good timber; lake
front of one mile: 4 1-2 miles from Mirror:
1 1-2 miles from school.

First Class Dwelling House containing 6
rooms: stone foundation and cellar.

Good Frame Barn, Sheds, &c. Fenced
and cross-fenced. The best of water right at
the door. For further particulars address—

BOX 'A,' C/o THE JOURNAL, MIRROR

Read This!

248 acres at \$25 per acre

One of the finest parcels of land in
this district, situated on the shore
of beautiful Buffalo Lake. It is
the best of land and can all be cul-
tivated. One mile and a half
lake front; is six miles from Mir-
ror, and one mile from school.
No buildings; two miles of wire
fence—3 strands. Lead in the
immediate neighborhood is held at \$25
an acre. This land will be sacrificed at

\$25 PER ACRE

\$2500 Cash and terms on the bal-
ance to suit the purchaser. For
further particulars enquire at:
THE MIRROR JOURNAL

This Is Your Opportunity

The Journal for Job Work

McCORMICK LUMBER Co'y

LUMBER
AND
BUILDING SUPPLIESYard and Office
Opposite Livy Barn

W. C. McCORMICK, Manager



ROUTE CARDS

and
SERVICE CHECKS :PROMPT ATTENTION TO
ALL ORDERS, PLUS
GOOD WORK

MIRROR JOURNAL

JOB DEPARTMENT

OVER 25 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS

Agents for the Canadian and American Patents Office. We have secured for our clients a large number of patents in all the principal countries of the world. We also have a large number of patents pending in the United States and Canada.

Scientific American.

HUNN & Co. 243 Broadway, New York

Branch Office: 511, Washington Street, Vancouver

Mirror Pool Hall

—AND—
Barber ShopTOBACCO
And CIGARS.R. E. COLEMAN,
LAKE STREET.

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Here Is Something To Look Forward To!

Fifty-two weeks of Good, Solid, Reliable
Reading when you subscribe for

The Grain Growers' Guide

AND
THE MIRROR JOURNAL

- The Guide is the foremost and most widely quoted non-partisan Agricultural Weekly in Canada.
- As a "straight-from-the-shoulder" paper The Guide will please you.
- It is strictly independent and courageous.
- It is the only paper in Canada owned and controlled by the organized farmers.
- It sticks to the truth.
- It is always in opposition to public wrongs and abuses

\$1.50

Pays for The Guide and your own home paper for twelve months. Do not delay. Send your subscription in today.

COUPON

The JOURNAL, Mirror, Alta.
Please send me THE GRAIN GROWERS' GUIDE and your own paper for 12 months, for which I enclose \$

FACTS ABOUT

MEXICO

Area 767,000 square miles.
Population 15,000,000, of which 35 p. c. are Indians and 38 p. c. of mixed race and 27 p. c. white.

The revenue in 1909-10 was nearly \$50,000,000, with expenditures about the same; National debt \$150,000,000.

Mexico is divided into 27 states, 3 territories and a Federal District; these governed by a President, elected for 4 years, a senate of 50 and a house of representatives elected for two years by universal suffrage.

Each state has a governor and legislature.

Mexico has practically no fleet, a few gunboats constituting the naval arm.

The national army in peace consists of 7,000 officers and 180,000 men, capable of easy mobilization.

The religion of the country is Roman Catholic, but there is no state church.

Primary education is free and compulsory. There are 14,000 schools with an attendance of over a million.

Mexico is the second silver producing country in the world. The other chief products are copper, gold and fibres. Coffee and tobacco are cultivated very largely.

In 1907 there was 13,995 miles of railway in Mexico. The country has no merchant marine though bordering on two oceans.

How natural gas cuts the living is aptly illustrated at Reddell, where there are 530 households using gas for lighting, heating and cooking. This includes continuous service in heating the house, water heater, etc., during half the year. The average cost of these 530 households for the combined service is \$2.50 per month, an average saving of at least \$25 per month on these utilities, where coal is used for heating, electricity for lighting, and gas at 35 cents to \$1 for cooking. Gas for domestic purposes is furnished at Reddell for 121 cents per thousand, to manufacturers for 5 cents per thousand.

FUR INDUSTRY

Fur-bearing Animals Lead in Agricultural Natural Wealth

That the fur industry of the North American continent is not likely to become extinct, nor are the fur bearing animals being killed off at various parts of the country, is the view of dealers in raw furs. There are more animals killed and thus the collection is greater, but in spite of the fact that thousands upon thousands of animals are being killed every year still the supply does not seem to be lessening. But whatever may be the condition of the raw fur sections, there is no question but that the demand of fashion, the competition of the large circular houses and the general utility of fur garments have sent the price of furs to an enormous height. Thus a clever trapper can make a small fortune, if he handles his catch properly. The fur trade has rightly been called the greatest of our natural resources. No industry, agricultural, mineral or otherwise, has been the origin of so much wealth to Canada as the fur industry. Before a single feline was cultivated, a single mine opened, or a single railroad constructed, the fur bearing animals of this country were the only source of revenue. This was one of the main reasons for the rapid colonization of our country, especially the West. It was the trappers' trail that formed the path of the first highway and the trapper's fur that formed the first cargo that was ever freighted on to the inland waters. It was also the trapper's catch that brought the first foreign wealth to this country, and ever since America has been practically supplying the world with furs. No other of our natural resources have been productive for so long a time or have yielded such an aggregate wealth as the fur industry has done after all, the fur industry is not dying out—*Fur Magazine.*

WOOD AND INDUSTRY

Twelve Thousand Ontario Manufacturers Require Wood

Leaving out of consideration the numerous industries engaged in the production of shingles, lath, ties, bridge-timber and rough lumber, there still remain at least thirty-eight of the most important industries in Ontario more or less dependent on wood for their operations, and it is significant that even the makers of wood substitutes require wood in the process of manufacturing such. The exhaustion of Ontario's wood supply, the depletion of which is already evident from the fact that over one-quarter of the total expenditure of \$19,161,341 is paid for imported wood stock, would seriously cripple every Ontario industry.

Thirty-four different kinds of wood were used by these industries in the manufacture of everything in wood, produce from toys to threshing machines. Only eight of these woods had to be entirely obtained from outside sources, but, on the other hand, only six were entirely home grown. However, almost 94 per cent of the three principal species, namely, pine, spruce and maple, which represented over one-half the total quantity used, were purchased in Ontario.

The saw and door industry easily takes first place among the wood using industries, using 31.3 per cent of the 87,456,000 feet, board measure, of rough lumber annually worked up by the one thousand two hundred Ontario manufacturers reporting to the Forestry branch. The importance of this one industry will better be understood by comparison with the pulp industry, which although using 119,495,000 feet, board measure, of raw material, nevertheless was responsible for only 14.3 per cent of the total consumption.

THE QUESTION OF SLANG

Always Changing, as Youth Must Have Its Own Variety

However much slang we may use ourselves, we all dislike and despise slang that is not our own. Old men, who have tender memories of the slang of their own youth, are not so tolerant and vulgarly in the slang of their grandsons, and for all of us there comes a time when we no longer use the slang of our youth. The slang of the present, when we have no part in making or using it, and have to use it as it means when we first hear it. Then the new slang word seems to us presumptuous upstarts' expressions of the general brainless presumption of youth and indeed they are expressive of that free manner of youth which we no longer share. Slang, in its first meaning, seems to have been the language of thieves, and it still keeps something of this first meaning in that it is the language of youth keeping its own secrets from middle age, and a token by which the young recognize all who are of their fellowship. That is the reason why it is always changing, for youth must always make its own slang afresh. The slang of five years ago is vulgar and has an association of that they are already hostile. No self-respecting youth can use the slang of his uncle; indeed, he piles his insults for finding any savor or fun in those so old fashioned. Elderly men have always protested against the vulgarity of new slang and professed to fear that the English language would be utterly corrupted by it. But the language outlives the slang, for the slang passes with the youth that made it, or only stays when it expresses a newly-discovered thing rather than a mood that is always coming and always going.

SHELTER-BELTS AND CROPS

Influence of Windbreaks on Crop Growth on Prairies

It has been estimated by Dr. Oscar Herbenbeck, a German professor of agriculture, that a moderate wind, when blowing without obstruction, may lessen the yield of exposed land more than half. In Canada the prairie farmer realizes the value of shelter-belts of trees to break winds which sweep across the prairie. As density and height both influence the effective force of the wind-break, it should be made at least four rods wide and tree-making good height growth should be chosen, such as the cottonwood or white willow, or among the evergreens, the white spruce, Scotch pine or tamarack. In theory, deep-rooted narrow-crowned species should be chosen, but it has been found that in draining effect of tree roots on itself is negligible, and the injury done close to the trees by shading can be avoided by growing the shelter-making crops, such as corn or alfalfa.

Alfalfa is the cheapest and best food for beef cattle.
Alfalfa insures larger yields from the crops that follow.

FARMING IN ENGLAND

Lloyd George's Big Task in the Back to the Land Movement

The necessity of the efforts of Lloyd George to get the people back on the land is manifest in recent English agricultural statistics. While it is too early to trace any results from the Chancellor's measures every one will pray for their success who note that this year's increase in total area under crops and grass in England and Wales is 45,397 acres. The decline in arable land amounts to 27,000 acres, most of which was transferred to permanent pasture, and the latter now for the first time surpasses 16,000,000 acres. Wheat shows a decline of 162,000 acres, oats decreased by 88,000 acres, while barley increased 102,000 acres. Potatoes depleted by 21,000 and mangolds by 66,000 acres. Clover and grass under rotation fell off by 27,000 acres, but the area reserved for hay shows an increase of 27,330 acres. The live stock returns show decreases among all classes of animals; cattle decreased by 124,716, but there are increases of cows in calf and of other cattle of two years and above. The total number of cows, 2,244,048, is about the same as in 1908. Sheep have declined by over 800,000, while the swine decrease is nearly 16 per cent, the total being somewhat more than in 1901.

When the deputation from the Canadian Council of Agriculture called on Premier Borden a few weeks ago they expressed alarm at the depopulation of rural districts in Canada. They called on the Government to wipe out the tariff to which they attributed the decline in agricultural production, with consequent high cost of living. A study of the foregoing figures from Free Trade England discloses the fallacy of the deputation's argument. The movement to urban centres, the high cost of living and other economic problems are common to the whole world. The tariff has little or nothing to do with them otherwise we would have perfect farming conditions in Great Britain. What is wanted in Canada is some constructive proposals. That is what Lloyd George has given England and our Canadian farmers will make progress in solving the problems of the body politic when they suggest and support practical plans for agricultural betterment instead of denouncing in heated language other classes in the community who under a policy that has proven itself to be a thirty year period are doing their share in the building up of the country.

Do Animals Suicide?

The question is often raised whether animals commit suicide, and the story of the dog who some years ago held his head under water in the Pond Pond till he was drowned is brought up. The Journal of Paris tells us that a giraffe—an unusually fine specimen of the animal—died of melancholy and moped for several days. At last it eyed its neck, slowly from side to side. The movement became quicker and the animal, heaving a sigh, smashed its skull against it.

LIST YOUR FARM LANDS

—WITH—

W. MacKIRDY

MIRROR ALBERTA

Expertise for Farm Lands from
Edmonton, Calgary, Vancouver
and Victoria, B. C. List Now.

BAKERY and
RESTAURANT

HOME-MADE COOKING
BIRTHDAY CAKES
made to order.

CHOCOLATES and CONFECTIONERY
FRUIT
CIGARS and TOBACCO

REGULAR MEALS
SHORT ORDERS

J. KEHOE
One Door west of Drug Store
Mirror

We have a large
Stock of Pure
Home Rendered

LARD
to clear at
15c per lb.

O. K. Meat Market
LAKE STREET

Wanted a
Good Salesman

For every district in MANITOBA,
SASKATCHEWAN and ALBERTA,
where we are not represented.

We offer a splendid list of hardy
varieties raised by the Western Ex-
perimental Station.

Hybrid Crab Apples, Compaas
Cherries, Chickasaw Plums, Snow
Fruit, Seed Potatoes, Seedlings for
windbreak and straw-belt.

Highest commissions paid. Hand-
some Free will. Exclusive territory.
Write for Terms.

STONE and WELLINGTON

Full-time Marries
TORONTO : : ONTARIO

Here We Are Again

DID YOU KNOW THAT WE RECEIVED
A LARGE SHIPMENT OF
HARNESS, COLLARS, PAIDS, HALTERS, REPAIR
LEATHER

and in fact everything in the Harness line.

We also received several large shipments in

PAINTS and OILS

and can quote you the lowest prices, and it will
pay you to get your paints, before you do any painting.
We also have a large assortment in CROCKERIES
and everything that is needed in HARDWARE and
the BUILDING LINE.

We have also a good stock on hand of Carriage
and Machine Belts, Screens, Washers, in Shaves, Files,
Single and Doubletires, Hooks, Clevises, and many other
things to numerous to mention. We will quote
you low prices on Machine, Engine, Cylinder, Loco-
motive, Separator, and any kind of Lubricating
Oils. We have all the kinds of GARDEN TOOLS
that you need.

Come and inspect our Goods and Prices; you will save some
Money

The Mirror Hardware Co.

Corner Robert and Gilman : Mirror, Alberta

We handle the

De Laval Separator

And their

Engines

The best on the market

Also

J. I. Case Cars and Machinery, also Ford Cars

E. E. Estell, Mirror, Alta.

SCHOOL REPORT

Report of Junior Department Mirror School District No. 402, for April.

School opened 20 days; Enrolled 11; Average, 32.37; Percentage, 78.95.

Perfect attendance:—Jumita Clark, Alberta Jackson, Blake Dowsell, Cecil Conway, Harold McKee, Fred Tulloch, Claude Marshall, Edward Cook, Teacher Miss G. Higgins.

Report of Senior Department Mirror School District No. 402, for April.

School open 10 days; Enrolled, 37; Average attendance, 30.24; Percentage of attendance, 80.65.

Perfect attendance:—Geo. Cook, Stanley Tulloch, Lillian Pringle, Myrtle Jewell, Dorothy Dowsell, Milton Merkle, Lucile Brewster, Frank McLeod, James McLeod, Alexandra McLeod, Dora Brewster, Edna Brewster.

Teacher, ROBERT L. FREY.

Valentin Neis left on Wednesday on a trip to the Coast.

Village of Mirror

SCAVENGER WANTED

Take notice that tenders will be received by the undersigned for the job of scavenger within the Village limits. All bids to be sealed and deposited in a box at the undersigned's office on or before Monday, May 18th, 1914, stating amount per month required.

W. C. GARDINER, Sec.-Treas.

★

Star Pool Hall

TOBACCO, CIGARS, PIPES and CONFECTIONERY

BARBER SHOP

J. M. WRIGHT, Prop.

GRAND TRUNK PACIFIC

Victoria Day

MONDAY, MAY 25th 1914

Fare and One Third for Round Trip

Between all stations on the Grand Trunk Pacific Railway.

GOOD GOING

SATURDAY, MAY 23rd to MONDAY, MAY 25th inclusive

Returning, Wednesday, May 27th, 1914

For Rates, Reservations and full particulars apply to any Grand Trunk Pacific Agent or Train Agent.

W. J. QUINLAN
District Passenger Agent
Winnipeg, Man.

COUNCIL MINUTES

The Village Council held a postponed meeting on Monday, May 18th, all members present and a number of ratepayers. Minutes of previous meeting were adopted as read.

Accounts presented:

Frank Tulloch	\$ 2.00
Mirror Hardware Co.	9.05
W. J. Vernon	20.00
E. L. Christie	27.90
Imperial Lumber Co.	25.16
Bank of Commerce	217.35
J. P. Erickson	4.75
Mirror Journal	1.25
Straps	70.15
	25.00

At this account is paid with the exception of E. Webster's, and that he would accept that amount.

Councillor Raymer raised an objection against the motion, also that the account, of the Imperial Lumber Co. be held out until further scrutinized.

A letter from the Mirror Brass Band was read, asking the Council to take over the instruments, &c. The proposition was not adopted.

Raymer—McCorkell: That the sum of \$374.17, due Mirror School District be paid.

Raymer—McCorkell: That letter from the Provincial Board of Health be answered immediately, giving the desired information.

Raymer—Neis: That petition for reduction of tax on pitches, be laid on the table.

Raymer—Neis: That secretary-treasurer be instructed to communicate with Johnson & Coughlin, Contractor, and ask them to submit plans for cemetery, and as soon as received to notify council to meet and consider same.

Three other tenders were opened, but it was decided not to accept any one, until the plans of Johnson & Coughlin are received.

Raymer—McCorkell: That we accept lowest tender for sidewalk material, being that of the McCormack Lumber Co. for \$1029 (quality specified).

Other tenders received were: Imperial Lumber Co., \$1061.05; McCormack Lumber Co., (Adams' River Lumber Co.'s Lumber) \$1078.

McCorkell—Raymer: That J. F. Flowwelling's tender for scavengers, &c., be held over until estimates are prepared.

McCorkell—Raymer: That secretary-treasurer be instructed to call for tenders for the position of scavenger within the village limits; all closets and cesspools to be emptied once a week in winter and summer, and refuse hauled to the nuisance ground and emptied into a pit. Applicants to state wages, and tenders to be lodged with the sec.-treasurer before Monday, May 18, 1914.

McCorkell—Neis: That J. S. Clarke be paid for time he has been on duty, at the rate of \$3.00 per day, and that he be appointed health inspector, and time-keeper and road-boss on grading outfits.

Council adjourned.

MIRROR BEACH, JULY 1 TO 4

LOCAL AND GENERAL NEWS

While driving from Bashaw to Mirror last week, Dr. Curtis came on a very bad day and was overturned. The Dr. was thrown out and in the wheel had his leg strained. He lost control of the team when the lines parted.

W. D. Cook was a business visitor in Calgary on Wednesday.

Mrs. J. Bolch and baby have returned to their home from the Mirror hospital. Mrs. Bolch, sr., visited here last week, and the latter will visit here for some time.

The Lake Bend school has been re-opened. H. D. Rodell, of Edmonton, is the pedagogue.

The verbatim report of Judge's address and verdict on the recent case tried in Edmonton, Marvin & Hanes vs. The Mirror School Board, has not been received yet, but will likely be in time for next week's publication.

Sergeant D. Hill, of Aliz, will be in Mirror on Tuesday, May 19th, for the purpose of recruiting. Anyone wishing to join the 58th Central Alberta Horse, should see him. The troop will go into camp at Calgary the last two weeks in June.

J. F. Flowwelling has built a new platform in front of his blacksmithing implement shop.

W. J. Ragan, traffic chief of the Alberta government telephone system, was in Mirror on Wednesday, signing up contracts for telephones.

The baseball season was ushered in at Mirror last (Thursday) night when the school was stocked up against the seniors in an exhibition game. The slab-artists were Clayton Kohoe for the grown-ups, and McLeod for the school kids and Gordon Tulloch was on the receiving end.

The youngsters pulled off a swell stunt that would do credit to any professional organization and on the play of the evening had an edge on the seniors. The score was 12 to 7, for the big 'uns. Back up you big stiffs!

W. D. Cook will hold an auction sale at the place N. E. of Sec. 25-40-22-W. 4th. A number of horses and implements will be disposed of. A. W. Lawson is the auctioneer.

Born.—Near Mirror, Alberta, on Tuesday, May 12th, 1914, to Mr. and Mrs. D. A. Bennett, a daughter, Mrs. Bennett is a daughter of Mrs. Elsen's and a niece of Mrs. Jno. Rider's.

A team from the Bashaw Gun Club were supposed to visit Mirror last Thursday afternoon, but failed to put in an appearance. This is about the forty-seventh time that our neighbors to the north have arranged matches in the different fields of sport at Mirror, and then for some reason or other have disappointed the local sportsmen. What's the matter, Bashaw?

Two new members were initiated into the Yeomen lodge at Mirror last Tuesday evening. A complete set of officer's regalia was brought down from Edmonton for the occasion and added solemnity to the proceedings. A dance and supper followed the lodge meeting when a number of visitors were entertained. The lodge membership now hovers around the 50 mark.

A few days ago a rather bashful young woman went into a local store carrying three chickens. She inquired the price of chickens and at the same time put them on the counter. The clerk didn't know the chicken's feet were tied, and she bit her handkerchief and said: No sir; they are roosters.

Mr. and Mrs. H. W. Pamrick left Aliz on Tuesday last for Victoria, B.C., where Mr. Pamrick will spend two months in the hope of an improvement in health. Mrs. A. G. Holland, of Mirror, is now in charge of the Aliz branch.

The Imperial Lumber Co. have received five cars of lumber for their Mirror yard.

Miss Edith Brewster, stenographer, is assisting in the village clerk's office.

D. M. Jewell left Thursday for Camrose and Tolfield in connection with the monster Yeomen Picnic at Mirror Beach on July 1, 2, 3 and 4.

Mrs. Ed. Bray was taken to the Mirror hospital last Saturday and underwent an operation. Dr. Curtis, of Bashaw, was called and assisted Dr. G. W. Meyer on the case. Mrs. Bray is improving nicely.

A. Walton, who has been assistant agent at the local G.P. depot for some time has been transferred to Fort William, Ont. M. L. Perin, of Chauvin, Alberta, takes his place here.

SPRING RACE MEET

The race track on the Edmonton Exhibition Grounds is in the pink of condition, and a suggestion of pleasurable anticipation permeates the bursas where a hundred and fifty light race horses are stabled preparatory to the Race Meet of May 23rd, 25th and 26th.

Search from the Atlantic to the Pacific and it would be impossible to find a half mile track so perfect from a racing standpoint as the one on the Edmonton Exhibition Grounds. From a merely impressionistic point of view, the ring of soft brown mold circling the stretch of green sward, the white art buildings and the stables in background, resting peacefully under the sunny sky, make a picture well worthy of a place on memory's wall.

As for the horses—looking them over it is hard to realize that all cannot be winners, and it will be difficult for the spectators to pick out the winner as it will be for the horse to win the race from his competitors.

The races coming on in conjunction with the Victoria Day celebrations insure an extra attendance at the Race Meet, the holiday and the holiday races on the railroads giving everyone an opportunity of visiting Edmonton for the races.

BUSY SESSIONS AT CALGARY

(Continued from page 1)

"Advertising through the newspapers," said the speaker, "has been a boon for the consumer and merchant alike in that it has standardized articles. Previous to newspaper advertising articles were sold in bulk, with no name upon them, by the different merchants. But now firms who advertise their products create a demand for those products."

"Therefore they have to put their names on these products and maintain a certain standard of quality."

"A census taken in a certain district, brought to light the fact that fully 75 per cent. of the buyers of vehicle had been widely advertised and the brand which they were familiar. Thus the unknown articles of the same description could only be sold to the remaining 25 per cent. of the buying public. These figures, I think, show clearly just to what extent the buying public is influenced by advertising," he concluded.

AGRICULTURAL IMPLEMENTS

Oliver Plows P. & O. Plows Disc Harrows Seeders Wagons Gasoline Engines Grain Grinders Cream Separators

Threshing Outfits

A large and well assorted stock of Lubricating Oils, Axle and Transmission Greases. Gasoline and Coal Oil

We also do a little Blacksmithing and Woodworking on the side

J. F. FLEWWELLING, MIRROR

DEATH PENALTY

From the pulpit a local minister last Sunday asserted that he had refused to sign the petition to save Kerkanko from the scaffold. Unquestionably he voices a deep rooted conviction of the irreconcilable and unalterable fact that the elimination of this criminal is simply justice and necessary to the preservation of society. Every question dealing with moral philosophy affords a wide field for debate, but the purely ethical view of capital punishment is impossible in the present stage of social development.

The honest sympathizers who are shocked at the approaching doom of this degenerate, must hark back to the wisdom of the ancient man and his fatherless child. Are we men of the west to forget the pathetic figure of this woman and baby in the presence of the sentimental appeals for this criminal? If there were no appeal for the law of capital punishment it exists in this instance. There is not a single extenuating circumstance in the whole affair. It was the most serious of crimes committed by a professional criminal, the logical consequence of which was the death of a man and a woman and a highly respectable citizen was deliberately slain, wantonly and with apparent indifference.

The murderer was employed and earned high wages at the moment his predatory instincts moved him to plan and commit a crime. It was the bloody seed of a life of violence. John Kerkanko, years ago, deliberately made up his mind to live by crime, and he gloried in his outlawry.

He was born of decent, hard-working parents, who were a credit to their sturdy race. He was reared amid conditions identical with those under which thousands of industrious men began life. He had never before in the inspiring example of his parents. He elected a criminal career as the easiest way of living. He could not be deterred, though a man of exceptional mechanical skill. By studied efforts, covering a considerable period, he avoided the situation which now confronts him. Society has not let him into the shadow of the gibbet. By persistent effort he blazed his own trail.

The woe John Kerkanko is responsible for through his turbulent life can scarcely be measured aside from the families blighted by his last cruel act. By every rule of civilized society this criminal has forfeited the right to be a further charge upon the state—Winnipeg Telegram.

He is Kiesel, of Mirror, attended the convention, and speaks in glowing terms of the treatment the visiting merchants received at the hands of the city. Board of Trade and Industrial Bureau. They were the guests at several banquets, theatre parties, &c., besides being shown the sights of Calgary.

The next convention will be held at Red Deer.

The Mirror Pool hall and Star Pool hall were given a coat of paint this week. W. J. Vernon is welding the paint brush.

If you want to ascertain the juvenile population of Mirror arrange a ball game with the school lease ball team. Maybe (?) they don't know how to root.

The Thoroughbred Stallion "BAIRD" NO. 1002 will stand at E. Parby's ranch, 3 miles N.W. of Aliz, for the season 1914. Mares taken to pasture. Terms \$15 insured in foal. 27-8-14.

HOUSE TO RENT

2 Roomed well finished house, good cellar, on Francis Avenue. Apply to Mrs. FRANK JENSEN. 28-1-14. Mirror.

SADDLE HORSE FOR SALE

Good saddle horse, saddle and bridle for sale. \$80 cash. A snap. Apply to MIRROR JOURNAL. 27-14.

SAIL BOAT FOR SALE

20-foot sail boat, everything complete; in first class shape. Cheap for cash. For particulars. Apply THE JOURNAL OFFICE.

INCUBATOR - ROOSTERS FOR SALE

A 200 egg "Peerless" Incubator, \$12.00 cash; also a fine-cocked Brown Leghorn rooster, one year old, \$1.00 each. Apply JAS. BRINDLE, Mirror P.O. 28-14.

Dr. G. W. Meyer

M.D., C.M. PHYSICIAN AND SURGEON Dr. Meyer of Mirror, will in future after Dec. 31st have his office at his residence. Please inform the Council Chamber in the morning. His service will find him at his residence south of English church after above date.

Dr. CURTIS

Bashaw Alberta Specialty diseases of Women and Children and Obstetrics. Office at Drug Store, Bashaw.

MILLINERY

—and— DRESSMAKING Miss R. R. HARTON, 11 North, Mirror

Col. HOGG

AUCTIONEER The man that gets the money for your goods. Phone to Delburne, Alta.

NOTICE

In the matter of the Court of Confirmation of the Tax Enforcement Return of the Village of Mirror, in the Province of Alberta.

TAKE NOTICE that His Honour Judge Lees, Judge of the District Court of the District of Red Deer, by order of date 2nd April, 1914, has appointed Friday, the Twelfth day of June, 1914 at two-thirty (2.30) o'clock in the afternoon, in the Council Chamber, in the Village of Mirror, in the Province of Alberta, as the time and place for the holding of the Court of Confirmation to confirm the Tax Enforcement return of the Village of Mirror, for arrears of taxes due to said Village, for the year 1913. W. C. GARDINER, Sec. 22-10-14.